

REMARKS

This responds to the Office Action mailed on July 29, 2008.

Claims 1, 26, and 33 are amended; claims 8-25 were previously canceled, without prejudice to the Applicant; as a result, claims 1-7 and 26-38 are now pending in this application.

Example support for the amendments may be found throughout the original filed specification. By way of example only, the Examiner's attention is directed to the original filed specification page 6 line 17 to page 17 lines 19; page 9 lines 5-14; page 11 lines 22-28; and page 12 lines 10-19.

§103 Rejection of the Claims

Claims 1-7 and 26-38 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Quine et al. (U.S. Publication No. 2003/0115280) in view of Schneider (U.S. 6,901,436). It is of course fundamental that in order to sustain an obviousness rejection that each and every element of the rejected claims must be taught or suggested in the proposed combination of references.

The Examiner admits that Quine fails to teach or suggest one or more additional domain names in addition to the preferred address format and retention of the one or more additional domain names. In support of this missing teaching, the Examiner has recited Schneider and specifically column 16 lines 41-47 of Schneider.

Applicant respectfully disagrees with the Examiner because Schneider is very clear that the additional domains to which the Examiner refers are fictitious domains. These fictitious domain names are not real Internet domains. In fact, the Schneider reference incorporates and claims priority to U.S. Patent 7,136,932 for usage of fictitious domain names. There the fictitious domain name is referred to as a top-level domain alias (TLDA), which is also the acronym used in Schneider. The incorporated reference also states that a TLDA is not resolvable and an error message is suppressed and an URL is used to redirect the browser (where this takes place) to a legitimate domain name for the TLDA.

So, Applicant would at least initially like to respectfully assert that Schneider is not using Internet domains but Schneider is instead using fake and alias domains that require special URL and browser processing to map back to a legitimate domain name.

The independent claims very clearly say that the preferred domain name and the one or more additional domain names are selected from “.com,” “.edu,” “.org,” “.gov,” “.bus,” “.pro,” and a country domain. The Schneider reference very clearly states that the additional domains are fictitious or aliased. On the face of the teachings presented in Schneider the additional domains are TLDA and cannot be one of these recited and required domains that are recited in the independent claims. Claim 1 specific states these limitations and the other independent claims clearly require a valid or acceptable Internet domain. Again, Schneider very clearly states that the domains are fictitious and therefore by definition not valid or acceptable Internet domains. The very purpose of Schneider is to use fake or aliased domain names to up sell consumers on non real domains.

So, even before the above proposed amendments, Applicant respectfully takes exception to the fact that the Examiner is providing no distinction between a very specific and functional Internet Doman versus a faked domain that requires special WWW and browser processing via a redirected URL to resolve into a legitimate Internet domain. The claims also state the additional domains are Internet domains, clearly a TLDA is not an Internet domain but rather a fictitiously created domain that does not in fact exists on the Internet. Thus, Applicant respectfully believes the Board's prior concerns were addressed with the amendments as filed with the RCE and that the Examiner has ignored the newly added limitations and simply recited the prior rejections.

Applicant has also now amended the claims to get more specific as to how the addresses are defined via variable characters that are resolved via an email system that uses a directory service to acquire attributes for a resource that populate the variable characters. Clearly, such is not done or shown in the cited references in the claimed manner via the use of a directory service and email system that includes multiple variations of valid Internet domains.

Thus, Applicant respectfully requests that the Examiner reconsider the rejections of record and allow the pending claims.

Reservation of Rights

In the interest of clarity and brevity, Applicant may not have equally addressed every assertion made in the Office Action, however, this does not constitute any admission or acquiescence. Applicant reserves all rights not exercised in connection with this response, such as the right to challenge or rebut any tacit or explicit characterization of any reference or of any of the present claims, the right to challenge or rebut any asserted factual or legal basis of any of the rejections, the right to swear behind any cited reference such as provided under 37 C.F.R. § 1.131 or otherwise, or the right to assert co-ownership of any cited reference. Applicant does not admit that any of the cited references or any other references of record is relevant to the present claims, or that they constitute prior art. To the extent that any rejection or assertion is based upon the Examiner's personal knowledge, rather than any objective evidence of record as manifested by a cited prior art reference, Applicant timely objects to such reliance on Official Notice, and reserves all rights to request that the Examiner provide a reference or affidavit in support of such assertion, as required by MPEP § 2144.03. Applicant reserves all rights to pursue any cancelled claims in a subsequent patent application claiming the benefit of priority of the present patent application, and to request rejoinder of any withdrawn claim, as required by MPEP § 821.04.

CONCLUSION

Applicant respectfully submits that the claims are in condition for allowance, and notification to that effect is earnestly requested. The Examiner is invited to telephone Applicant's representative at (513) 942-0224 to facilitate prosecution of this application.

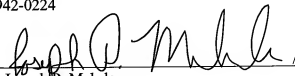
If necessary, please charge any additional fees or credit overpayment to Deposit Account No. 19-0743.

Respectfully submitted,

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By /


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